

FIG. 1

CUSTOMER DATABASE

200

206

208

210

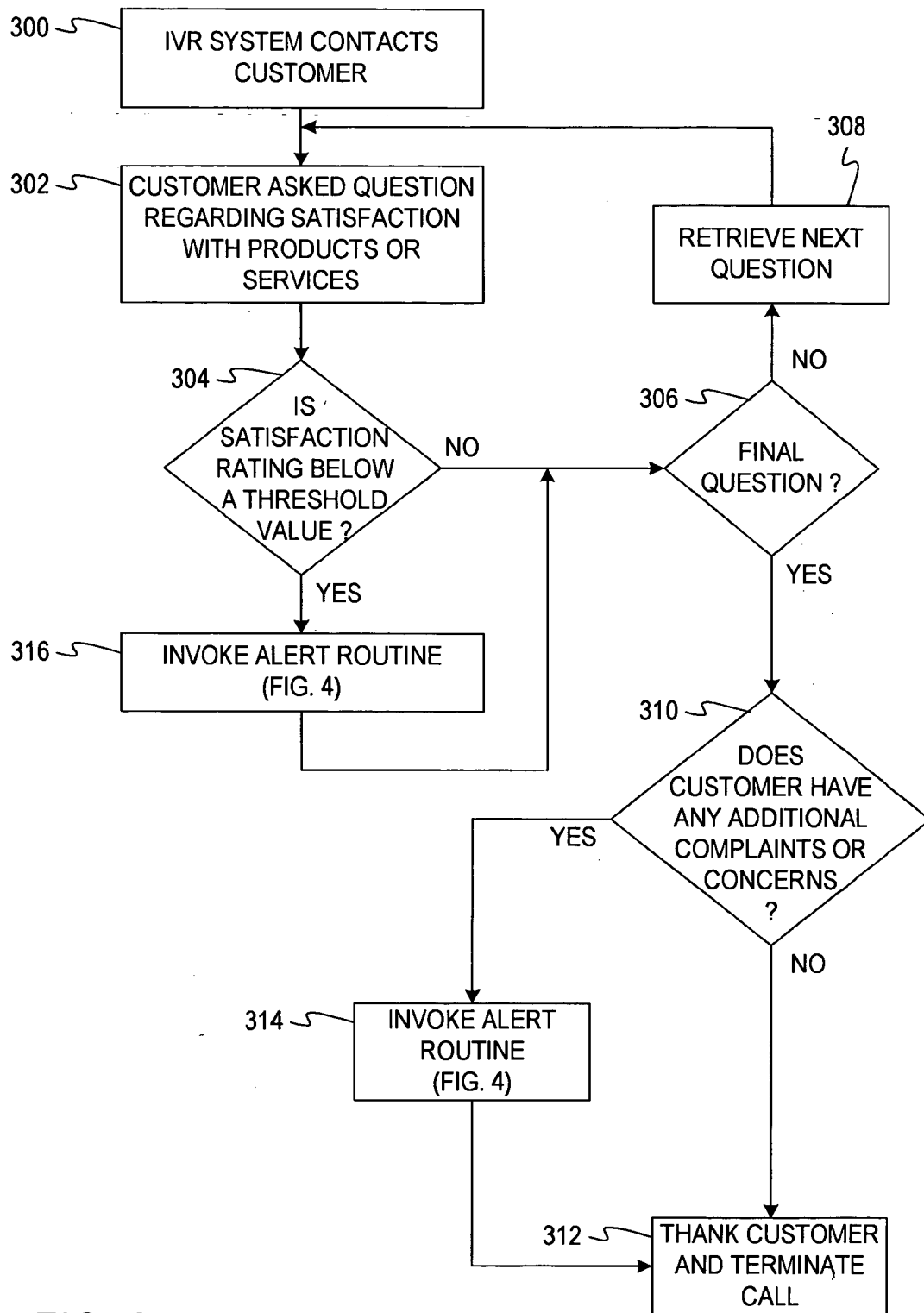
212

202

204

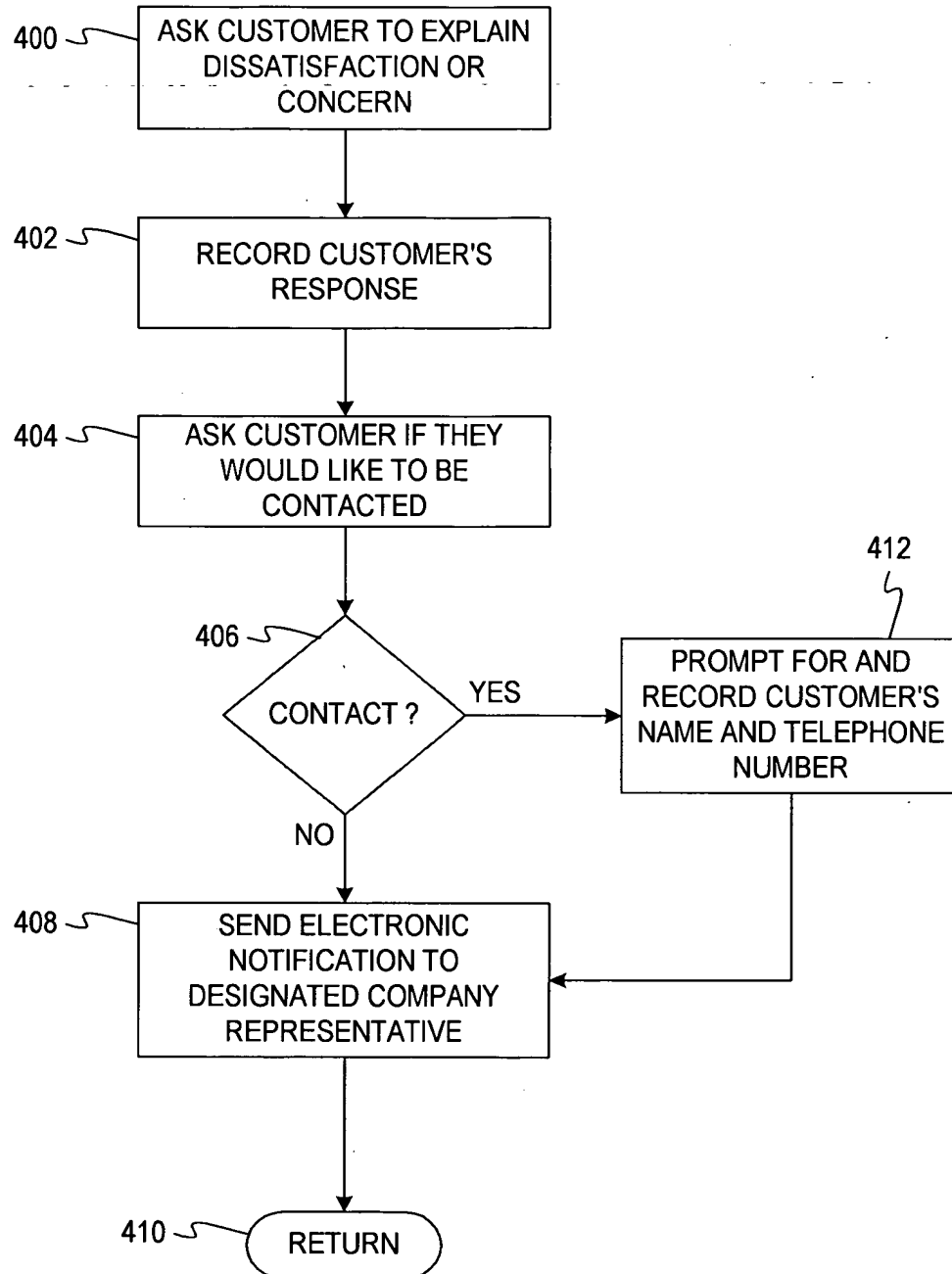
| CUSTOMER<br>PHONE # | QUESTION 1<br>RESPONSE | QUESTION 2<br>RESPONSE | QUESTION "N"<br>RESPONSE |
|---------------------|------------------------|------------------------|--------------------------|
|                     |                        |                        |                          |
| (555) 555-0001      | SATISFIED              | DISSATISFIED           | GREAT                    |
| (555) 555-0002      | SATISFIED              | VERY DISSATISFIED      | POOR                     |
| ⋮                   |                        |                        |                          |

FIG. 2



**FIG. 3**

ALERT ROUTINE



**FIG. 4**

|                  |   |                      |                    |                        |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
|------------------|---|----------------------|--------------------|------------------------|--------|------------------------|---|----------|------------|----------|-------|---|----------|------------|-----------------|----------|---|----------|------------|--------------------|--------|
| Address: http:// |   |                      |                    |                        |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 500              | ALERTS FOR ABC COMPANY  |                      |                    |                        |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 502              | LOCATION: 111 MAIN St., St. PETERSBURG, FL  |                      |                    |                        |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 504              | TOTAL ALERTS SINCE JANUARY 1, 2001: 20  |                      |                    |                        |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 506              | TOTAL ALERTS PENDING: 3   |                      |                    |                        |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
|                  |   |                      |                    |                        |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 508              | <table><tr><td>ALERTS</td><td>DATE RECEIVED</td><td>EMPLOYEE RESPONSIBLE</td><td>STATUS</td><td>LENGTH OF TIME PENDING</td></tr><tr><td>1</td><td>01/03/01</td><td>EMPLOYEE A</td><td>NOT READ</td><td>1 DAY</td></tr><tr><td>2</td><td>01/10/01</td><td>EMPLOYEE A</td><td>READ, NO ACTION</td><td>1.5 DAYS</td></tr><tr><td>3</td><td>01/07/01</td><td>EMPLOYEE B</td><td>CUSTOMER CONTACTED</td><td>3 DAYS</td></tr></table> | ALERTS               | DATE RECEIVED      | EMPLOYEE RESPONSIBLE   | STATUS | LENGTH OF TIME PENDING | 1 | 01/03/01 | EMPLOYEE A | NOT READ | 1 DAY | 2 | 01/10/01 | EMPLOYEE A | READ, NO ACTION | 1.5 DAYS | 3 | 01/07/01 | EMPLOYEE B | CUSTOMER CONTACTED | 3 DAYS |
| ALERTS           | DATE RECEIVED   | EMPLOYEE RESPONSIBLE | STATUS             | LENGTH OF TIME PENDING |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 1                | 01/03/01  | EMPLOYEE A           | NOT READ           | 1 DAY                  |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 2                | 01/10/01  | EMPLOYEE A           | READ, NO ACTION    | 1.5 DAYS               |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |
| 3                | 01/07/01  | EMPLOYEE B           | CUSTOMER CONTACTED | 3 DAYS                 |        |                        |   |          |            |          |       |   |          |            |                 |          |   |          |            |                    |        |

FIG. 5

FIG. 6

600

| ADDRESS: <a href="http://">http://</a> |         |               |                   |                     |                                   |                                    |  |  |  |
|--|---------|---------------|-------------------|---------------------|-----------------------------------|------------------------------------|--|--|--|
| DISTRICT<br>MGR NAME                   | STORE # | RED<br>ALERTS | MANAGER<br>ALERTS | CELEBRATE<br>ALERTS | TOTAL #<br>COMPLETE<br>(CURR PRD) | TOTAL #<br>REDALERTS<br>(CURR PRD) | RED ALERT<br>DEFECT RATE<br>(CURR PRD) |  |  |
| JOHN SMITH                             | 1001    | <u>REDRPT</u> | <u>MGRRPT</u>     | <u>CELEBRATE</u>    | 25                                | 5                                  | 20%                                    |  |  |
| JOHN SMITH                             | 1002    | <u>REDRPT</u> | <u>MGRRPT</u>     | <u>CELEBRATE</u>    | 26                                | 3                                  | 11.5%                                  |  |  |
| JOE JACKSON                            | 1003    | <u>REDRPT</u> | <u>MGRRPT</u>     | <u>CELEBRATE</u>    | 11                                | 1                                  | 9.09%                                  |  |  |
| JOE JACKSON                            | 1004    | <u>REDRPT</u> | <u>MGRRPT</u>     | <u>CELEBRATE</u>    | 27                                | 2                                  | 7.40%                                  |  |  |
|  |         | 602           | 604               | 606                 | 608                               | 610                                | 612                                    |  |  |

FIG. 6

700

|                            |                            |                               |  |                         |                      |                      |  |
|----------------------------|----------------------------|-------------------------------|--|-------------------------|----------------------|----------------------|--|
| ADDRESS: http://           |                            |                               |  |                         |                      |                      |  |
| STORE 1001                 |                            |                               |  |                         |                      |                      |  |
| 702<br>→<br>TRANS.<br>DATE | 704<br>→<br>SURVEY<br>DATE | 706<br>→<br>REQUEST<br>PHONE# | 708<br>→<br>RED ALERT<br>OVERALL<br>SATISFACTION | 710<br>→<br>FRIES       | 712<br>→<br>TASTE    | 714<br>→<br>FRESH    |  |
| 08/08/2001<br>12:46:00     | 08/09/2001<br>15:48:26     | (123)<br>456.7890             | COMPLETELY<br>DISSATISFIED                       | NOT SAT<br>COLD         | NOT SAT<br>COLE SLAW | NOT SAT<br>COLE SLAW |  |
| 08/08/2001<br>15:46:00     | 08/09/2001<br>11:38:39     | (123)<br>456.7890             | MOSTLY<br>DISSATISFIED                           | NOT SAT<br>HARD/DRY     | NOT SAT<br>COLE SLAW | NOT SAT<br>COLE SLAW |  |
| 08/07/2001<br>20:29:00     | 08/08/2001<br>19:30:09     | (123)<br>456.7890             | NEITHER  | FAIR<br>PORTION<br>SIZE | FAIR<br>COLE SLAW    | FAIR<br>CHICKEN      |  |
| 08/04/2001<br>13:01:00     | 08/06/2001<br>14:55:12     | (123)<br>456.7890             | MOSTLY   |                         | FAIR<br>CHICKEN      | FAIR<br>CHICKEN      |  |
| 08/04/2001<br>15:46:00     | 08/06/2001<br>17:22:35     | (123)<br>456.7890             | MOSTLY   |                         |                      | FAIR<br>SEAFOOD      |  |

FIG. 7

FIG. 8 is a schematic diagram of a computer system 800, including a processor 810, a memory 820, a network interface 830, and a user interface 840. The processor 810 is connected to the memory 820, the network interface 830, and the user interface 840. The memory 820 stores data and instructions for the processor 810. The network interface 830 enables the computer system 800 to communicate with other devices over a network. The user interface 840 provides a means for a user to interact with the computer system 800.

800

| ADDRESS: <a href="http://">http://</a> |                     |                |                    |           |           |
|--|---------------------|----------------|--------------------|-----------|-----------|
| STORE 1001                             |                     |                |                    |           |           |
| 802                                    | 804                 | 806            | 808                | 810       | 812       |
| TRANS. DATE                            | SURVEY DATE         | REQUEST PHONE# | FRIES              | TASTE     | FRESH     |
| 07/24/2001 12:24:00                    | 07/26/2001 11:06:34 | (123) 456.7890 |                    |           |           |
| 07/25/2001 11:38:00                    | 07/25/2001 16:33:02 | (123) 456.7890 |                    |           |           |
| 07/24/2001 16:44:00                    | 07/24/2001 22:57:38 | (123) 456.7890 | NOT SAT GREASY/SOG | FAIR MISC | FAIR MISC |
| 07/23/2001 12:59:00                    | 07/24/2001 15:21:20 | (123) 456.7890 | FAIR GREASY/SOG    |           |           |

FIG. 8



900

| ADDRESS: http://       |                        |                          |   |
|------------------------|------------------------|--------------------------|---|
| STORE 1001             |                        |                          |   |
| 902<br>TRANS.<br>DATE  | 904<br>SURVEY<br>DATE  | 906<br>REQUEST<br>PHONE# | 908<br># OF RESPONSES<br>RECEIVED FROM<br>THIS PHONE<br>NUMBER IN<br>CURRENT QTR. |
| 08/09/2001<br>17:36:00 | 08/10/2001<br>20:18:59 | (123) 456.7890           | 1   |
| 08/06/2001<br>14:57:00 | 08/07/2001<br>18:26:19 | (123) 456.7890           | 1   |
| 08/04/2001<br>18:43:00 | 08/05/2001<br>13:40:52 | (123) 456.7890           | 2   |
| 07/30/2001<br>12:08:00 | 08/01/2001<br>15:32:08 | (123) 456.7890           | 1   |

FIG. 9